



JASMINEMORRIS.COM

2022-2023 PRESS CASE STUDY

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JASMINE MORRIS, DIGITAL STORYTELLER

Jasmine Morris is a passionate wordsmith who is unapologetic when it comes to conveying her message. With a degree in Communications/ Public Relations and over seven years of experience in Digital Storytelling, Jasmine has no plans of slowing down.

Jasmine founded JasmineMorris.com her online PR Agency in 2015 with a vision and a passion for stories and now has clients in Forbes, Business Insider, ELLE, Beyoncé.com and more.

She believes every female-entrepreneur and their story deserves a chance to shine, she is committed to seeing that through and impacting as many brands as possible with her incredible team!

Thank you for your time!
We look forward to working with you!

-- Jasmine



10 MILLION+ IN OUR MEDIA REACH

- In the past two years we've reached 10 million in our media reach allowing every one of our clients to gain new exposure in their businesses & brands
- Our clients are scaling to multi-seven-figures because of our impact and strategy
- About 99% of our clients receive the ROI of their investment with us back into their business by using our services within the first month
- We value only working with quality clients and all of our clients have been featured in quality media outlets ranging from Forbes, Business, Insider and more

OUR CLIENTS WORDS TO US:

Jasmine is a marvelous PR professional. I'm new to the entrepreneurial space and she made me feel safe and aligned. My number one takeaway was the reassurance of charging my worth when it comes to monthly retainers. She greatly helped elevate my mindset to a true CEO while revamping my company's mission statement to attract the Fortune 500 companies and established brands that we desire and deserve. Thank you for your kindness and expertise!

A close-up portrait of a woman with long, wavy blonde hair and large pink tassel earrings. She is looking slightly to the right of the camera with a neutral expression. The background is a plain, light color.

Our Client

BTFA raised over 1 Million Dollars in One Week
With Founder Jordyn Jay

OUR CLIENTS HAVE BEEN SEEN IN

ELLE MAGAZINE

VOGUE MAGAZINE

BEYONCÉ.COM

THE CUT MAGAZINE

ESSENCE

BUSINESS INSIDER

AFRO TECH

GOOGLE.COM

SWEET JULY

CREATE AND CULTIVATE



- We've Generated Over 1 Million Dollars In Revenue As A Collective In Brand Deals/Collaborations Through Our Clients. We Plan To Generate 10 Million+ In The Next Three Years As An Agency
- We've Assisted Over 1,000+ Female-Entrepreneurs With Telling Their Brand Stories Online With Confidence
- “Because of just one of the features we secured, I saw a 216% increase in my page views and 200 new IG followers in one day!” - Dr. Tega Edwin, LPC

**AFRO
TECH**

**GOOD
AMERICAN**

THE CUT

*Creator &
Cultivate*



Forbes

Google

POTTERY BARN

MADAMENOIRE

BEYONCÉ

**SWEET
JULY**

ELLE

VOGUE

BUSINESS INSIDER

PACKAGES

Package #1: PR Audit: a three-hour intensive to help female-led brands understand strategically how to increase their press opportunities

- One three-hour PR Audit Intensive that will take place online via ZOOM
- A PR Audit For Your Digital Presence [including website audit, publication suggestions, social media audit, PDF's]
- A custom media kit for PR opportunities to use even beyond the working relationship
- One custom bio to use for PR opportunities [up to two paragraphs]
- A 30-minute follow-up call to discuss content & brand strategy after the launch of content & messaging 30 days after our one on one session
- PR Prep will be included in the session to prepare for publications/media outlets that they desire to be featured in [all deliverables will be packaged inside of a digital playbook for reference]

INVESTMENT: \$10,000 (must be paid in full)

[Please contact hello@jasminemorris.com to invest in this service]



Package #2: to help female-entrepreneurs increase their press, media and brand partnership opportunities on a monthly basis

- Brand Storytelling & PR questionnaire to identify brand needs
- One monthly 90-minute brand storytelling strategy virtual session to gain clarity on clients messaging for the month
- Communication Playbook will be given after each strategy session
- Full Monthly Public Relations Strategy to assist in landing at least one placement or collaboration that is aligned to the clients brand mission (a minimum of 6 to 12 placements/features within six months, however there is no limit to how many placements a client can land with our team)
- Cultivate custom email pitches for media placements and collaboration of choice
- Research and build out meaningful relationships with media editors and collaborators each week (10 pitches per week)
- Direct all monthly communication between client and media outlets and/or collaborators
- Collaborations may include speaking engagements or publications
- Weekly PR updates via ASANA each Friday
- INVESTMENT: \$24,000 (\$4,000 per month) for six months of the full PR support
- This investment must be paid in full, please direct any questions to hello@jasminemorris.com



THANK YOU! CONTACT:

E-mail hello@jasminemorris.com

Website www.jasminemorris.com

WWW.JASMINEMORRIS.COM